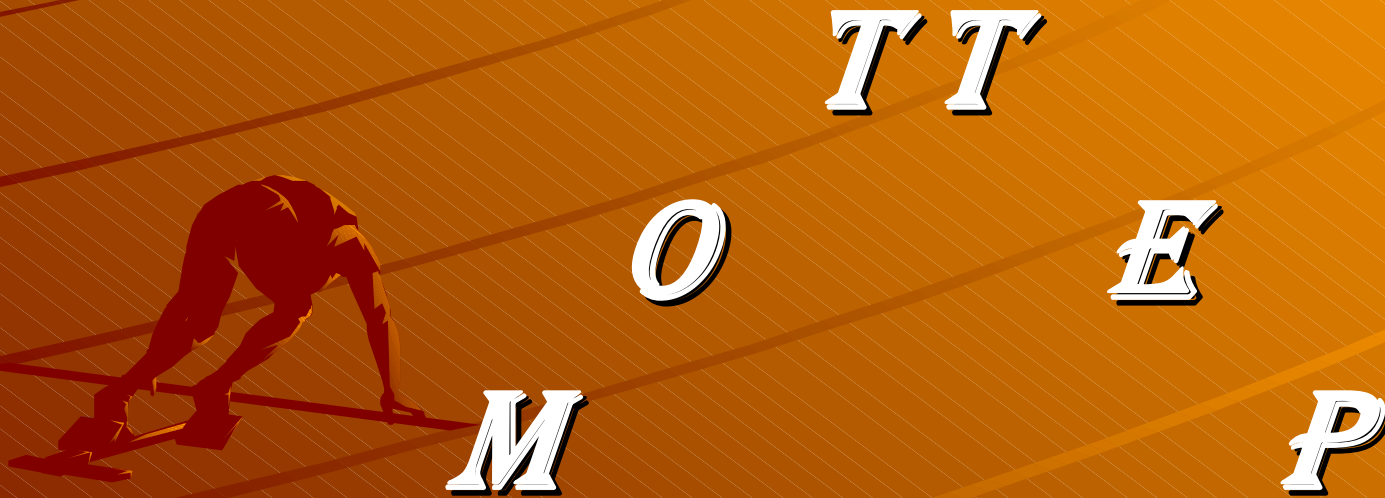


MINORITY ORGAN & TISSUE TRANSPLANT EDUCATION PROGRAM OF RICHMOND




***“STEPPING UP TO A HEALTHIER
LIFESTYLE”***


***BUT THE PICTURE GETS MUCH
LARGER***



MISSION



THE MISSION OF THE MINORITY ORGAN & TISSUE TRANSPLANT EDUCATION PROGRAM OF RICHMOND IS TO REDUCE THE NUMBER AND RATE OF ETHNIC MINORITY AMERICANS NEEDING ORGAN AND TISSUE TRANSPLANTS.



MOTTEP'S MISSION WILL BE ACHIEVED BY AN EDUCATIONAL CAMPAIGN THAT EMBRACES BOTH PREVENTION AND INTERVENTION STRATEGIES THAT WILL RESULT IN:

MISSION

- ◆ *HEALTHIER LIFE STYLES AND BEHAVIORAL PATTERNS*
- ◆ *DISEASE PREVENTION AND HEALTH MAINTENANCE*
- ◆ *INCREASED HEALTH AWARENESS*
- ◆ *INCREASED NUMBER OF MINORITY DONORS AND TRANSPLANT RECIPIENTS;*
- ◆ *INCREASED NUMBER OF FAMILY DISCUSSIONS REGARDING ORGAN AND TISSUE TRANSPLANTS AND THE PREVALENCE OF FAMILY DISEASES; AND*
- ◆ *INCREASED NUMBER OF MINORITY DONOR PLEDGES/ DONOR CARDS SIGNED*

HISTORY

- ◆ *SINCE JUNE 1993, THE MINORITY ORGAN AND TISSUE TRANSPLANT EDUCATION PROGRAM (MOTTEP®)*
- ◆ *ACTIVELY WORKING TO SOLVE THE NUMBER ONE PROBLEM IN TRANSPLANTATION, THE SHORTAGE OF ORGAN AND TISSUE DONORS.*
- ◆ *NEARLY 47% OF THE WAITING LIST REPRESENT MINORITIES.*
- ◆ *SIXTEEN (16) PERSONS DIE PER DAY WAITING FOR A LIFE SAVING TRANSPLANT.*

HISTORY

- ◆ ***MOTTEP® IS THE FIRST PROGRAM OF ITS KIND***
 - ***DESIGNED TO EDUCATE MINORITY COMMUNITIES ON FACTS ABOUT ORGAN AND TISSUE TRANSPLANTATION***
 - ***EMPOWER MINORITY COMMUNITIES TO DEVELOP TRANSPLANT EDUCATION ACTIVITIES AND BECOME INVOLVED IN ADDRESSING THE SHORTAGE OF ORGAN AND TISSUE DONORS,***
 - ***AFRICAN AMERICANS, HISPANICS, NATIVE AMERICANS, ASIANS, PACIFIC ISLANDERS AND ALASKA NATIVES WILL BECOME AWARE OF THE NEED FOR MORE MINORITY DONORS***

HISTORY

◆ *TWO MAJOR FOCUSES.*

– *FIRST THE INCREASED
AWARENESS AMONG ALL
MINORITIES*

– *SECOND, THE PRACTICE OF
DISEASE PREVENTION WITHIN OUR
COMMUNITIES*



DONATION RATE BY RACE



	To Date	2006	2005	2004	2003	2002	2001
All Ethnicities	106,304	7,383	7,593	7,150	6,457	6,190	6,080
White	79,545	4,995	5,176	4,968	4,514	4,474	4,429
Black	12,784	1,136	1,136	978	861	785	740
Hispanic	10,890	1,021	1,029	950	822	733	711
Unknown	216	0	0	0	19	1	1
Asian	1,824	159	153	156	141	111	137
Amer. Ind.	317	21	40	25	19	22	15
Pacific Islander	252	17	9	14	26	23	22
Multiracial	476	34	50	59	55	41	25

DONATION RATE BY RACE

BONE MARROW

At any given moment, more than 3,300 persons are searching the bone marrow registry.

DIABETES

Diabetes is the 7th leading cause of death. Type 1 diabetes usually occurs within children. Type 2 diabetes is the most common form of diabetes, usually occurring after age 45. Complications include: blindness, kidney disease, amputations, heart attack and stroke.

Prevalence in African Americans:

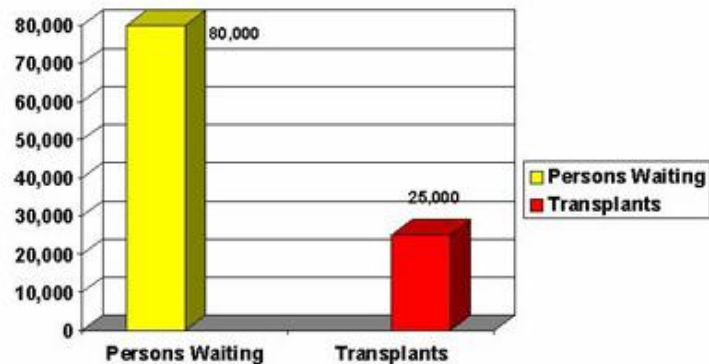
- Approximately 2.3 million African Americans have diabetes. 1/3 of them do not know it.
- African Americans are 1.7 times more likely to have diabetes, than Non-Latino Whites.
- 25% of African Americans between the ages of 65 and 74 have diabetes.
- 1 in 4 African American women over 55 years of age have diabetes.

Prevalence in Native Americans:

- Native Americans have the highest rates of diabetes in the world.
- Type 2 diabetes among Native Americans is 12.2% for those over 19 years of age.
- Diabetes has reached epidemic proportions among Native Americans. Complications from diabetes are major causes of death and health problems in most Native American populations.
- Amputations among Native Americans are 3-4 times higher than the general population.

Prevalence in Hispanics/Latinos:

Minorities Donate In Proportion To Their Population Distribution



TRANSPLANTATION RATE BY RACE



	To Date	2006	2005	2004	2003	2002	2001
All Ethnicities	391,229	26,687	28,112	27,035	25,470	24,907	24,218
 White	265,120	16,747	17,836	17,241	16,415	16,366	16,094
 Black	67,552	5,089	5,244	4,923	4,631	4,371	4,266
 Hispanic	39,958	3,356	3,396	3,298	3,026	2,874	2,668
 Unknown	169	0	0	0	3	4	0
 Asian	12,475	1,072	1,148	1,080	929	872	819
 Am. Ind.	2,823	216	194	216	191	165	163
 Pacific Isla	1,196	75	103	91	103	91	91
 Multiracial	1,936	132	191	186	172	164	117

THE NEED

◆ **MOTTEP WAS DEVELOPED IN RESPONSE TO THREE SERIOUS HEALTH PROBLEMS FOR MINORITIES IN THE UNITED STATES.**

- ***FIRST, > 47% ON THE NATIONAL TRANSPLANT WAITING LIST FOR ORGAN TRANSPLANTS WERE MINORITIES,***
- ***ONLY 25% OF THE DONOR POOL WAS COMPOSED OF MINORITY DONORS.***
- ***SECOND, MINORITIES HAVE DISPROPORTIONATELY HIGH RATES OF HEART DISEASE, DIABETES, AND HYPERTENSION;***
- ***MORE MINORITIES ARE NEEDED TO GIVE***
- ***A THIRD AND MOST RECENTLY ADDRESSED CONCERN IS FOR MORE PEOPLE TO DEVELOP A HEALTHIER WAY OF***

THE CURRENT WAITING LIST – 101,686 IN US



	Heart / Lung	All Organs Intestine	Kidney	Liver	Pancreas	Kidney / Pancreas	Heart	Lung
◆ All Ethnicities	134	101,686 241	73,933	17,428	1,778	2,444	2,852	2,876
◆ White	99	49,653 159	29,248	12,558	1,476	1,679	2,066	2,368
◆ Black	14	28,119 40	25,554	1,191	169	415	466	270
◆ Hispanic	168	15	16,110 34	12,615	2,675	102	271	230
◆ Unknown	0	0	4 0	1	2	0	0	1
◆ Asian	2	5,777 7	4,796	826	17	39	50	40
◆ American Indian	2	901 1	774	80		7 18	10	9
◆ Pacific Islander	6	1	527 0	474	23	1	11	11
◆ Multiracial	15	1	595 0	471	73	6	11	18

BUT THE PICTURE IS EVEN BIGGER



"STEPPING UP TO A HEALTHIER LIFESTYLE"

◆ MOTTEP'S MISSION PLAYS AN IMPORTANT ROLE

- ASSURING IMPROVEMENT IN THE OVERALL HEALTH**
- EDUCATE THE COMMUNITY ABOUT THE DANGERS ASSOCIATED WITH HYPERTENSION, DIABETES, ALCOHOL & SUBSTANCE ABUSE, POOR NUTRITION AND LACK OF PHYSICAL ACTIVITY**
- PROVIDING PRACTICAL INFORMATION ON LIFESTYLE CHANGES THAT WILL SERVE TO REDUCE THE RATE OF DISEASES IN THE COMMUNITY**
- TO CONTROL THESE DISEASES IN THOSE PERSON WHO HAVE ALREADY BEEN DIAGNOSED.**

SOCIAL AND BEHAVIORAL INTERVENTIONS TO INCREASE ORGAN AND TISSUE DONATION

✦ *MOTTEP CONTINUES TO FOCUS ON ACTIVITIES SUCH AS:*

- ONE-ON-ONE PRESENTATIONS,*
- GROUP PRESENTATIONS,*
- CHURCH PRESENTATIONS,*
- SEMINARS,*

– ***INCREASED PHYSICAL ACTIVITY,***

♦ ***SOC HOPS,***

♦ ***SLEEP-INS,***

♦ ***RADIO BROADCASTS,***

♦ ***TELEVISION BROADCASTS,***

♦ ***EDUCATIONAL CURRICULA FOR FOURTH AND FIFTH GRADERS, HIGH SCHOOL STUDENTS AND FOR HISTORICAL BLACK COLLEGES AND UNIVERSITIES.***

– ***CULTIVATE A VERY POSITIVE ATTITUDE TOWARD ORGAN AND TISSUE DONATION AS WELL AS:***

– ***LIVING A HEALTHIER LIFESTYLE.***

– ***TO PREVENT GETTING TO END STAGE ORGAN FAILURE***

CITIZEN'S ACTION GROUP

- ✦ ***MOTTEP OF RICHMOND REACHES APPROXIMATELY 15,000 PERSONS EACH YEAR THROUGH COMMUNITY OUTREACH ACTIVITIES.***
- ✦ ***MOTTEP WILL HAVE MULTIPLE OPPORTUNITIES TO SPEAK BEFORE INDIVIDUALS AS THEY INTERACT AT SPECIAL EVENTS WITHIN THE COMMUNITIES.***
 - ***HEALTH FAIRS,***
 - ***COMMUNITY DAY OUTINGS,***
 - ***COMMUNITY RALLIES,***
 - ***VOTER REGISTRATIONS, ETC.***

MOTTEP TELEHEALTH PROJECT

◆ **COMMUNITY INDIVIDUALS BETWEEN 18-65 ARE NEEDED TO PARTICIPATE IN THE TELEHEALTH HYPERTENSION PROJECT.**

◆ **TELEHEALTH CENTER GOALS:**

◆ **SEEKING MORE EFFECTIVE WAYS TO ASSIST PATIENTS SELF-MANAGE CHRONIC DISEASE**

◆ **EXPANDING ACCESS TO HEALTH MANAGEMENT SERVICES**

◆ **ESTABLISHING & FOLLOWING PERSONALIZED HEALTH MAINTENANCE PLANS**

◆ **PROVIDE REGULAR FEEDBACK TO PATIENTS ON THEIR INDIVIDUAL HEALTH CONDITION**

RAISING AWARENESS & KNOWLEDGE ON CAUSES OF CHRONIC DISEASES

◆ **ULTIMATE GOAL: "REDUCING ETHNIC HEALTH DISPARITIES"**

FOCUS ON CHRONIC DISEASES AND OTHER DISEASES THAT LEAD TO ESOF

- 1. HYPERTENSION***
- 2. DIABETES***
- 3. CANCER***
- 4. LACK OF EXERCISE***
- 5. COPD***
- 6. CHRON'S***

CRITERIA FOR DONATION WAS STRICT OVER THE YEARS

- ✦ ***INITIALLY, THE SELECTION
OF DONORS WAS VERY
CONSERVATIVE***

- ✦ ***I.E., NO CANCER, INSULIN
DEPENDENT DIABETICS,
HIV, ETC.***

BUT TIMES HAVE CHANGED

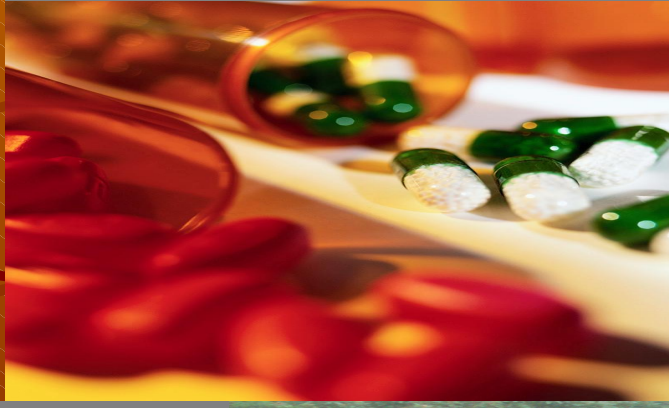
◆ ***NEED INCREASED***

◆ ***SELECTION CRITERIA HAS
LOOSENED ITS BELT***

◆ ***WE ARE ACCEPTING A
BROADER PARAMETER OF
POTENTIAL DONORS***

• *WE THEREFORE ARE
MOVING OUT OF THE
CONVENTIONAL REALM OF
MERELY LOOKING FOR THE
“HEALTHY DONOR,” AND
WE OFFER PLAUSIBLE
SOLUTIONS TO NOT HAVING
THE NEED BE SO GREAT.*

THUS, THE PICTURE GETS EVEN LARGER



WE ENTER WITH
TELEHEALTH
TECHNOLOGY



Telehealth Kiosk

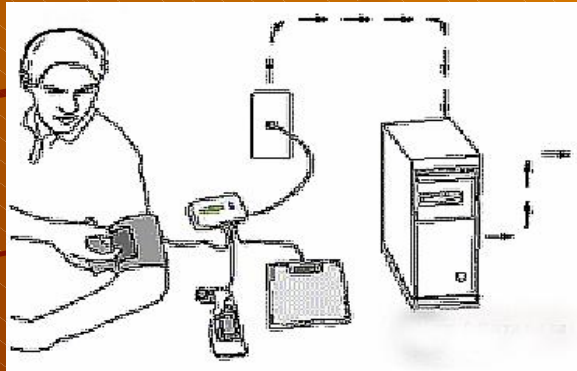
Dimensions:

- 30" Wide
- 33" Deep
- 47" High
- 30½" Floor Height to Key Board



HOW IT ALL WORKS?!

**Study Participant
@ Community Site**



**Community
Counselor @
Community Site**



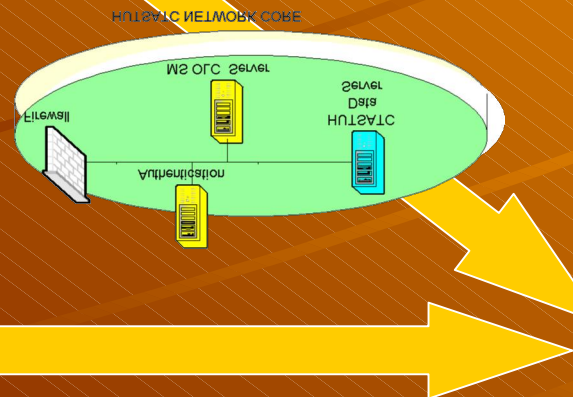
Nurse Manager



**Patient's Primary
Care Physician**



Medical Specialists



HOW IT ALL WORKS?!

CARDIOLOGIST

NUTRITIONIST

**EXERCISE
THERAPIST**

PSYCHOLOGIST



***1. ESTABLISHING THE
MULTITUDE OF
LOCATIONS INVOLVED IN
TELEHEALTH ACCESS***

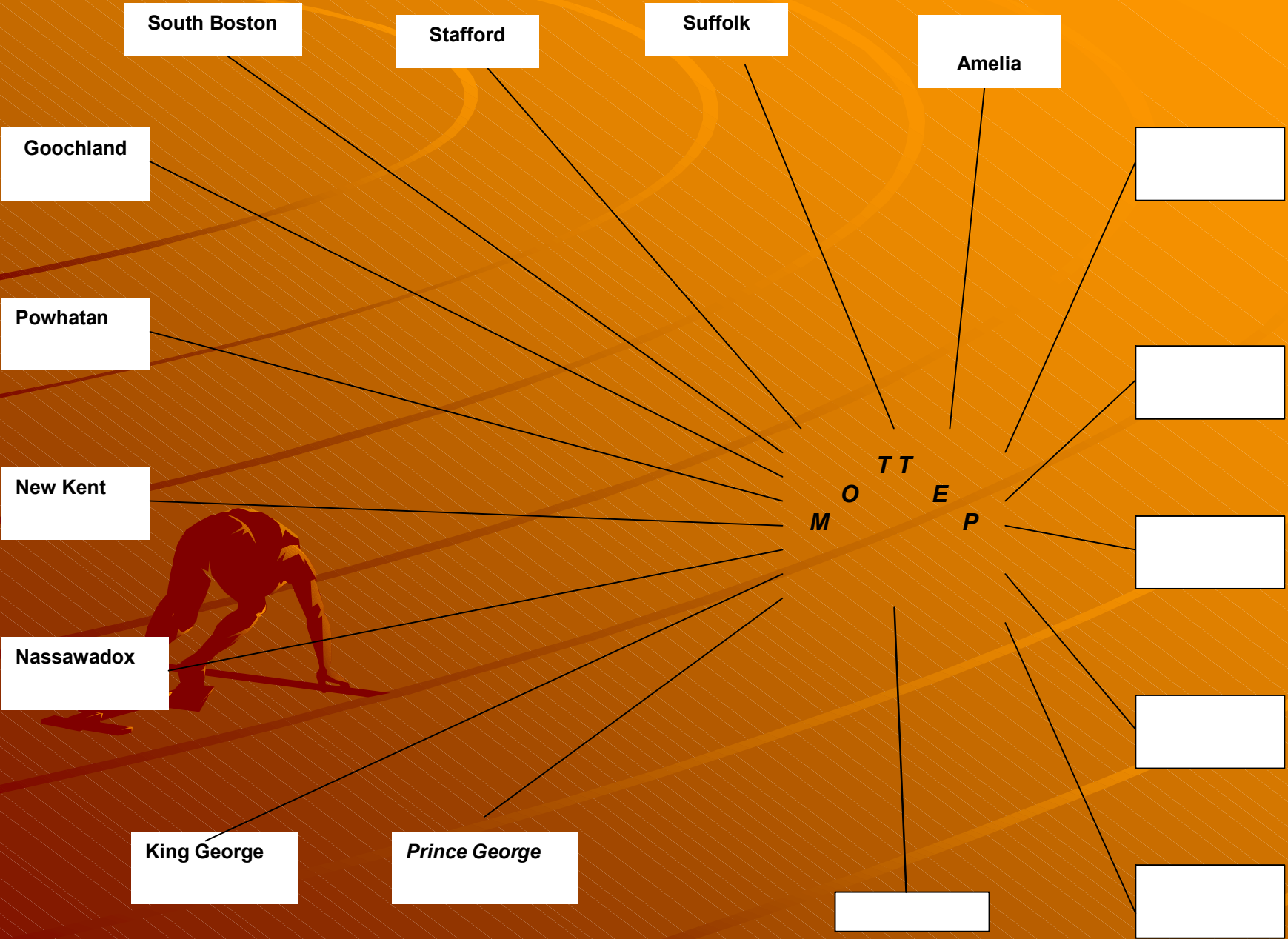
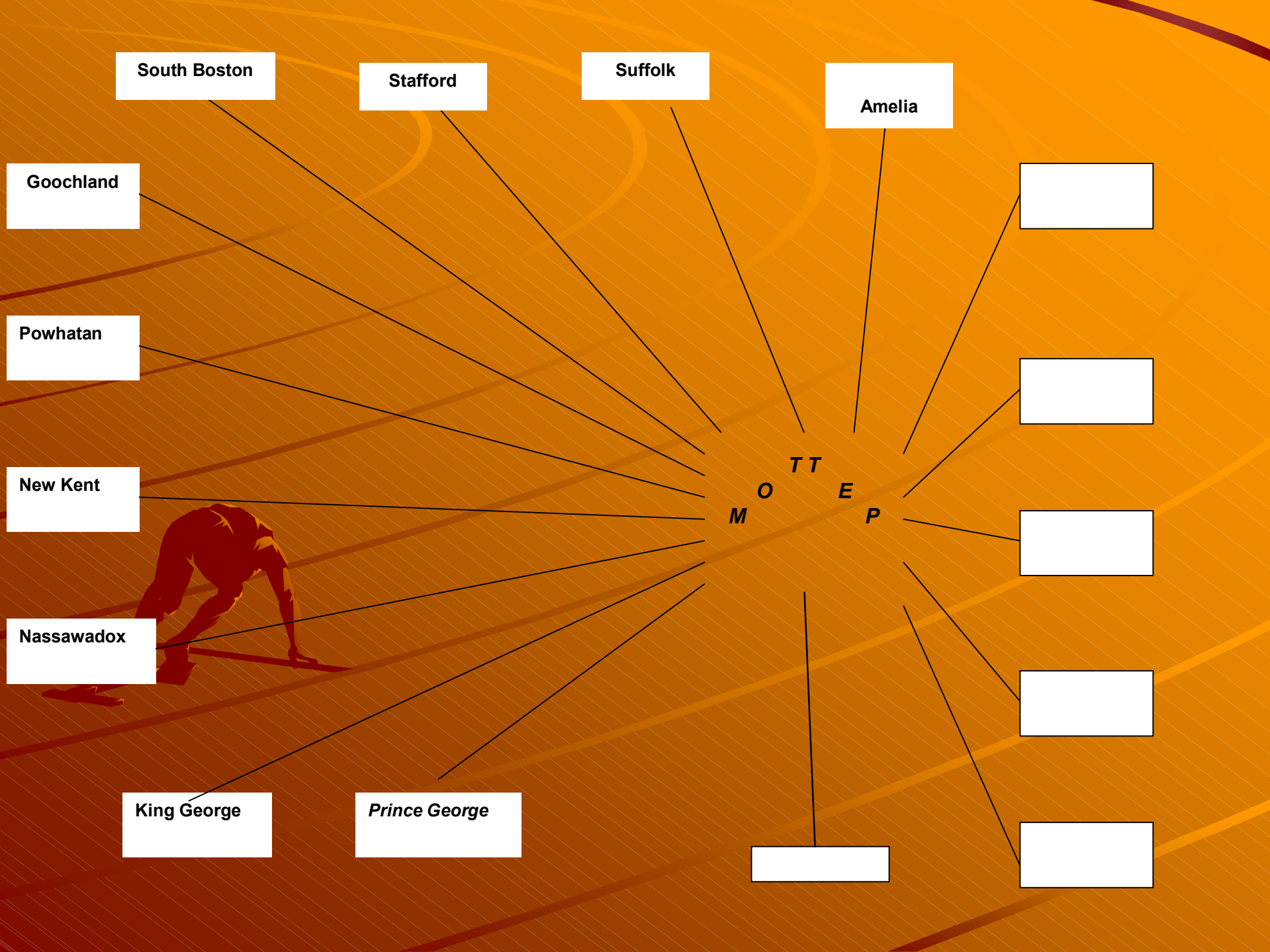


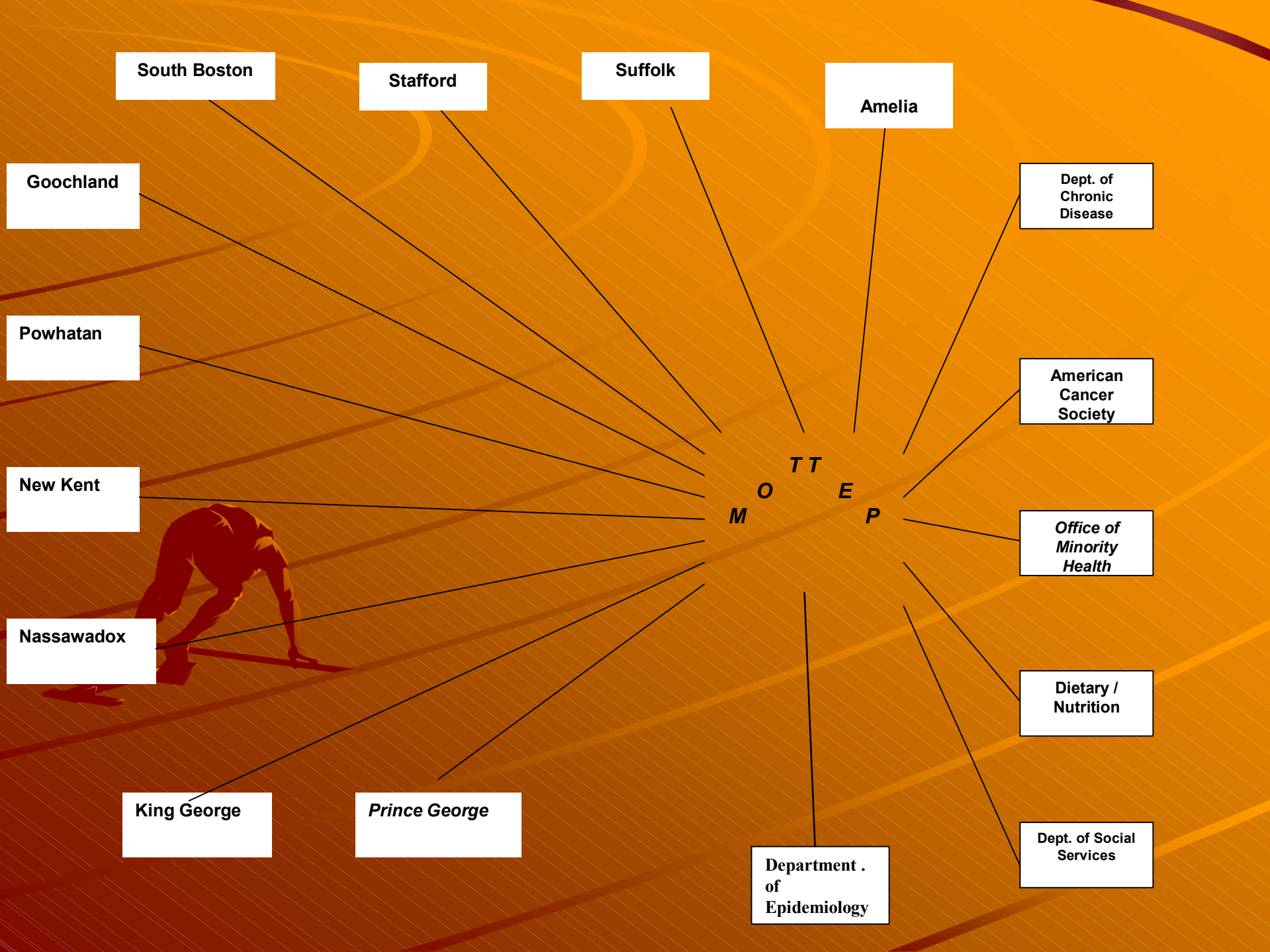
***2. WE DEVELOPED A
NETWORK***

Telehealth Programs in Potential Rural Areas

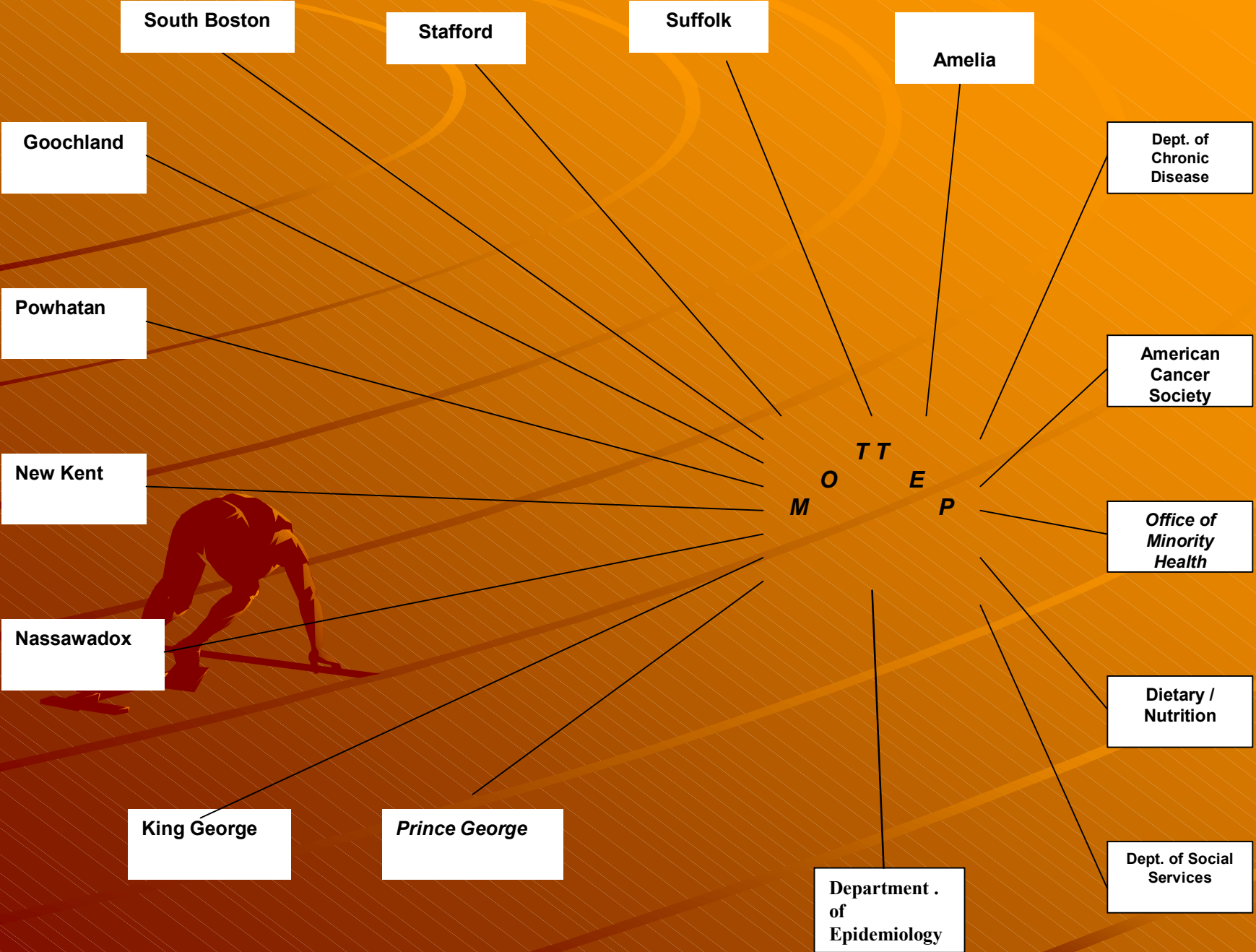


<u>County/City</u>	<u>Dept.</u>	<u>Telephone #</u>	<u>Contact Person</u>	<u>Other Info.</u>
Amelia	DSS	561-2681	Martha Pullen	Ms. Bishop / Mr. Horton-Director - would like to arrange a joint effort meeting with DSS / Health Dept in Dec. / Jan. 2007
Suffolk	DSS	757-923-3000		
Suffolk	Health	757-686-4900	Nancy Cisco	
Stafford	Health	540-659-3101	Jean Johnson	
South Boston	Health	434-738-6815	Lori Ammons	
Goochland	Health	556-5840	Sally Graham	Free Clinic
Powhatan	Health	598-5680	Betty Fischer	598-5688 (fax)
New Kent	Health	966-9640		left message
Nassawadox	Health	757-442-6228		left message
King George	Health	540-775-3111	Linda Graham	
Prince George	Health	733-2630 ext. 317	Charles Leonard	

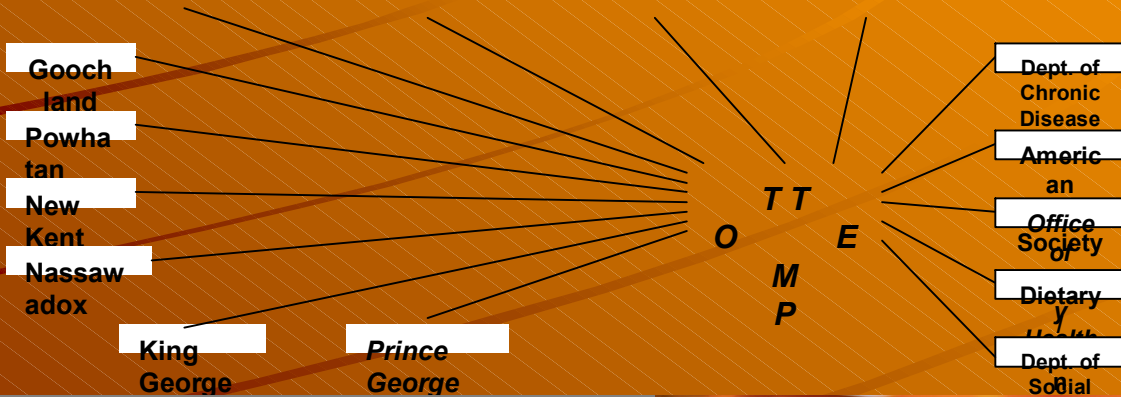




**M
O
T
T
E
P**



THUS, THE PICTURE BECOMES COMPLETE



THE TOTAL PICTURE

✦ ***THIS ALLOWS ANY AREA
OF HEALTHCARE OR
AGENCY TO BE ABLE TO
DISSEMINATE THEIR
HEALTH INFORMATION TO
OTHERWISE UNREACHABLE
COMMUNITIES***